

TARGETING SHOPPERS IN AN ONLINE SHOPPING ENVIRONMENT

ABSTRACT

5 Within an online shopping environment, a hosting server supports shoppers and
merchants from whom the shoppers purchase goods or services. The hosting server
enables an individual user to shop or browse the merchant sites and also enables a group
of users to coordinate their shopping or browsing activities. A set of profiling tools build
separate profiles based on individual and group shopper activity, as well as the interaction
10 of an individual shopper with one or more groups of shoppers. A targeting tool uses the
shopper profiles and information regarding previous promotions (if any) from a
promotions library to make recommendations to individual shoppers and shopper groups
based also on parameters specified by the merchant/s. The recommendations are directed
to shoppers, in accordance with algorithms stored in a repository.